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Date:

3/17/06

By:

Patti Hespell  
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**Mail Stop Amendment**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles A. Eldering.**

Conf. No.: 5795 : Group Art Unit: 2614  
Appln. No.: 09/749,255 : Examiner: Jason P. Salce  
Filing Date: 27 December 2000 : Att'y. Docket No.: T727-10

Title: Scheduling and linking IPG ads in conjunction with programming ads in a television environment.

**AMENDMENT**

This Paper is in response to the non-final Office Action dated December 19, 2005, and is being timely filed.

Please amend the above-identified patent application, without prejudice, as follows: